

External Marketing and Communications Content Manager

About New Buildings Institute

New Buildings Institute (NBI) is a 501 c3 at the forefront of a wide range of national/regional policy, program, and technical initiatives focusing on high performance buildings. Widely respected in the industry, NBI works with a variety of stakeholders (such as government agencies, NGOs, utilities, and for-profit companies) to promote improved energy performance in buildings. Projects include building research, design guidelines, policy and code activities focused on making buildings better for people and the environment.

About the Position

NBI seeks an experienced Marketing and Communications Content Manager to support NBI's client deliverables. The ideal candidate has seven years of professional experience within the energy efficiency/ building decarbonization industry and proven skills creating and executing B2B and B2B2C marketing campaigns.

In this role, the External Marketing and Communications Content Manager will support NBI's external clientele with the creation and execution of marketing campaigns and materials. This individual will be responsible for drafting customer facing copy, copyediting technical reports from NBI program staff, and ensuring complex concepts are communicated effectively to a wide variety of industry stakeholders.

This position reports directly to the Associate Director of External Marketing and Communications.

Job Duties & Responsibilities

- Draft cohesive and compelling copy content to maximize the impact of NBI initiatives and project work to a wide variety of stakeholder audiences.
- Ensure consistent messaging and appropriate brand representation across communication platforms and touchpoints.
- Lead content creation efforts, including writing and editing engaging content for e-newsletters, press releases, blog posts, website content, social media, and other communication channels.
- Copyedit technical reports, white papers, and public/ client facing documents.

- Collaborate with subject matter experts to translate technical information into accessible and compelling content.
- Utilize digital marketing strategies to enhance the organization's online presence, drive traffic to our platforms, and increase engagement. This includes managing social media channels, email campaigns, and website content updates.
- Communicate best practices across program channels to maximize impact and benefit from lessons learned.
- Facilitate communication between different departments to ensure alignment and understanding of client goals and initiatives.
- Monitor, analyze, and report on the effectiveness of marketing and communication efforts, using data and metrics to make informed decisions and optimize future strategies.

Candidate Qualifications

Required

- At least seven years of professional experience in marketing and communications.
- Bachelor's degree in business administration, Marketing, Communications, or related field.
- Marketing and communications experience and knowledge of energy, building efficiency, or climate-change sectors and applied experience working in the industry.
- Demonstrated success in developing and executing communication strategies that drive brand awareness and engagement.
- Strong writing, editing, and storytelling skills with the ability to simplify complex technical information for a broader audience.
- Ability to work collaboratively with cross-functional teams and external partners.
- Passion for sustainability and a deep understanding of clean energy and energy efficiency landscape. Excellent organizational abilities and superior attention to detail.
- Project management skills with an ability to effectively budget and manage schedules.
- Exceptional written, interpersonal, and verbal communication skills and ability to work cross-functionally with creative, technical, and other teams.
- Experience in content creation, proofreading, and copy editing.
- Ability to transform highly technical material into presentation materials and/or public social media, email, and print campaigns.
- Highly proficient in Microsoft Office suite with functional knowledge of Adobe Creative Suite, Google Analytics, and other software used by professional marketing and communications teams.
- Professionalism, poise, and a demonstrated ability to collaborate in a team environment.
- Growth mindset with a desire to learn new skills.
- An approach to work that is positive, solution-oriented, and enthusiastic.
- A demonstrated passion for our mission is a requirement.

Desired

- At least five years' professional experience working in the energy efficiency, clean energy, decarbonization, or buildings sectors.
- Strong technical content development experience and copy-editing aptitude.
- Experience with CRM software and website platforms, such as HubSpot and Word Press, is a plus.
- Strong understanding of marketing and communications-related data analytics.

Reporting Structure

- This position reports to the Associate Director of External Marketing and Communications.

Location

- This position is a full-time, exempt position. NBI's office is in downtown Portland, Oregon. Qualified candidates outside the Portland area are encouraged to apply as we will consider hiring in a remote work location.

Compensation and Benefits

- NBI offers the following for this position:
- Base salary starts at \$62,030.00- \$83,058.17 (commensurate with experience)
- Insurance benefits (100% of employee only premiums paid by NBI; new hires are eligible the first of the month after 30 days of employment): Medical, vision and dental insurance, Life insurance, AD&D insurance, Long Term Disability insurance.
- 160 hours of accrued Paid Time Off (combined vacation and sick for a full year)
- 11 paid holidays
- Additional optional benefits available the first of the month after 30 days of employment include: Flexible Spending Accounts (healthcare & dependent care); Health Savings Account; Accident insurance; Cancer insurance; Critical Illness insurance; Short Term Disability insurance; Term & Whole Life insurance; Identity Theft insurance; Pet insurance.
- 401(k) with company and safe harbor match available the first of the month after three months of employment
- A dynamic, collaborative, and exciting place to work full of passionate and dedicated people all working towards our collective mission!

Resume and cover letter can be emailed to careers@newbuildings.org.